



Live Nation Expands Stake in OCESA as Mexico Rises to 3rd Largest Live Music Market Globally

Mexico City and Los Angeles, July 29, 2025.- Live Nation Entertainment (NYSE: LYV) and Corporación Interamericana de Entretenimiento (BMV: CIE) today announced that Live Nation will accelerate a purchase of an additional 24% stake in OCESA, while also securing Alejandro Soberón as OCESA’s CEO through 2032. CIE will retain a 25% stake in OCESA, and the put/call agreement for the remaining stake has shifted to 2032.

This highly accretive investment by Live Nation will reduce ongoing partner dividend cash requirements while also clarifying capital requirements for the next several years, and solidifying CIE’s partnership in the continued growth of OCESA’s businesses.

Michael Rapino, President and CEO of Live Nation Entertainment said: “Our investment in OCESA has been incredibly successful, and Alejandro and his team have done a tremendous job utilizing the global Live Nation infrastructure to drive growth in Mexico. Together we have more than tripled the number of fans attending our concerts in Mexico since 2019, making Mexico now the 3rd largest music market in the world, and I expect we have many years of strong growth ahead of us.”

Alejandro Soberón, Founder, Executive Chairman, and CEO of Grupo CIE, as well as Founder and CEO of OCESA said: “Live Nation and Michael Rapino have been ideal partners. The combination of our market knowledge and Live Nation’s expertise have come together to create more opportunities for artists to perform in Mexico and for fans to enjoy these shows.”

CIE is strengthening its financial position and liquidity with proceeds exceeding \$12,000 million pesos (\$646 million USD) which may be allocated, partially or totally, for the amortization of bank and stock market debt, as well as for present or future working capital and investment needs.

The transaction is expected to close by the end of August, following approval at the upcoming CIE shareholder vote.

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About Live Nation Entertainment

Live Nation Entertainment (NYSE: LYV) is the world's leading live entertainment company comprised of global market leaders: Ticketmaster, Live Nation Concerts and Live Nation Media & Sponsorship.

About CIE

Created in 1990, Corporación Interamericana de Entretenimiento, S.A.B. de C.V. ("CIE") (BMV: CIE) is a prominent player in the out-of-home entertainment industry in Latin America and has contributed to making Mexico a world-class entertainment destination. The Company promotes and markets the Formula 1 Grand Prix in Mexico City, produces events for the public sector, and operates the El Salitre Mágico amusement park in Colombia.

Through its strategic partnership with Live Nation Entertainment, Inc. (NYSE:LYV) in OCESA, it produces and promotes concerts, music festivals, Broadway-type theater productions, urban content, and sporting, family, and corporate events. It represents artistic talent, markets advertising and sponsorship rights, operates entertainment venues, the Banamex exposition, congress, and convention center, sells tickets through its Ticketmaster and Eticket platforms, and it offers digital marketing and advertising services.

Legal Disclaimer

As a precautionary note to the investing public, except for the historical information provided herein, certain matters discussed in this document constitute forward-looking statements. These statements assume there are risks and uncertainties, including the economic conditions in Mexico and other countries where CIE operates, as well as fluctuations in the value of the Mexican peso against the United States dollar.

The use of registered trademarks or commercial trademarks in this document is exclusively for illustrative purposes and is not intended to violate copyrights and/or intellectual property laws applicable in the countries where CIE, its subsidiaries, and those companies with which CIE maintains commercial, or business relationships operate.